

## Revitalizing Waterbury

### Entry Level Marketing Associate

#### Job Description

As a staff member of Revitalizing Waterbury (RW), the Marketing Associate is responsible for assisting with the development and execution of marketing and communications for the organization and the town of Waterbury. As part of RW, the Marketing Associate works to create and maintain a vibrant community that is inviting, safe, economically sound, lively, and livable. The Marketing Associate will report to and be supervised by the Executive Director.

#### **Responsibilities**

##### Marketing:

- Help with development of goals, strategies and implementation plans to execute marketing campaigns. Oversee the implementation of marketing campaigns to promote RW's events, projects, and organization.
- Assist with planning and managing the design, content, and production of marketing materials. Help oversee projects to guarantee all content is publication-ready.
- Manage and maintain websites associated with Revitalizing Waterbury: <https://revitalizingwaterbury.org>, [www.discoverwaterbury.com](http://www.discoverwaterbury.com), [www.waterburyartsfest.com](http://www.waterburyartsfest.com).
- Assist in creating informative and interesting newsletters, social media, website, and related materials.
- Assist in development of marketing strategies for various programs and activities.
- Manage RW's photo library and respond to photo requests.
- Work with and assist existing Waterbury businesses with marketing and promotional opportunities.
- Assist in creation and maintenance of style guides, media kits, and brand voice documents for marketing and advertising.
- Collaborate with and act as liaison to local and regional marketing partners.

##### Communications:

- Assist in communications with media outlets and journalists and responses to communication-related issues in a timely manner.
- Assist in the creation of effective communications that will promote RW's programs and activities, building community, increasing brand awareness, and strengthening organizational reach.
- Help define key performance indicators for different communications channel which will indicate success and track monthly metrics.
- Assist with maintaining and updating relevant organizational and community business information including business listings and contact information.

#### Committees, boards and municipal engagement:

- Support the ongoing work of the Marketing & Tourism Committee. Assist Chair with agendas and staff monthly meetings.
- In conjunction with the Economic Development Director, staff and coordinate the Hospitality & Tourism Industry Group.
- Prepare written reports for and attend monthly RW Board meetings.
- Assist with preparation of the RW annual report.

#### Organizational support and other:

- Assist with writing, editing, and basic graphic design support for various RW programs and projects.
- Maintain the Revitalizing Waterbury, Discover Waterbury, and other secondary brands, including logos, color palettes, fonts, photos, and other assets.
- Seek out and attend relevant professional development events, such as the Vermont Tourism Summit.
- Assist in planning and execution of Revitalizing Waterbury events and fundraisers, such as the Waterbury Arts Fest.
- Provide support for Revitalizing Waterbury programs and initiatives as requested.
- Foster and sustain respectful relationships with local businesses and community members.
- Other duties as assigned.

#### **What you will bring to the role**

- Great attitude: a desire to make a difference, ready to learn, collaborative approach, self-motivated and directed.
- Creativity: your unique voice, both in writing and visually, with a desire to showcase Waterbury and the organization in the very best ways.
- Computer skills: Intermediate level proficiency in MS Office suite products, Google Suites, Adobe Acrobat Pro. Experience with Canva a plus.

#### **We would love if you could bring to the role**

- One-two years of experience. Experience in non-profit or community development a plus.
- Communication skills: the ability to clearly and concisely communicate both verbally and in writing; the ability to engage in active listening. Knowledge of messaging practices for correspondence, marketing and social media.
- A self-starter who can work independently with minimal direction, while maintaining a commitment to teamwork and collaboration.
- Project management skills, including time management, goal-setting, and multi-tasking in order to execute both large and small projects and initiatives.
- Ability to establish working relationships and communicate effectively with diverse constituencies, including business owners, town staff, elected officials, community members, and other organizations.

## **Perks & Benefits:**

- A positive, collaborative work environment where your ideas and creativity are welcomed.
- Opportunities for professional growth and development.
- A diverse and hardworking team that learns from one another.
- Flexibility in a way that prioritizes a work-life balance.
- Holidays and personal time off (vacation, sick time).
- Work that is important and fun to do.

## **Final Details**

Position is full-time/35 hours a week.

Salary and Benefits - Salary range is \$36-\$38,000 based on skills and experience; holidays, and personal time off (vacation, sick time).

Location - Waterbury, Vermont. Candidates are expected to be able to be present in Waterbury. Must be available to work flexible schedule including occasional evenings and weekends.

Office environment – Must be able to withstand prolonged periods of sitting at a desk and working on a computer. Ability to operate a computer and other office productivity machinery such as a copier and printer. Ability to lift and carry or otherwise move 25 pounds occasionally.

Start date - earliest availability

## **How to Apply**

Please send letter of interest and resume with three references to:  
[karen@revitalizingwaterbury.org](mailto:karen@revitalizingwaterbury.org). The position will remain open until filled.

Questions? Contact Karen Nevin, [karen@revitalizingwaterbury.org](mailto:karen@revitalizingwaterbury.org).

Revitalizing Waterbury's (RW) mission is to preserve, promote, and enhance the economic, historic, and social vitality of Waterbury, Vermont for residents, businesses, and visitors alike. RW is a 501(c)3 non-profit and one of Vermont's 23 recognized designated downtown organizations.

Revitalizing Waterbury values a diverse workplace and strongly encourages people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities to apply. We are an equal opportunity employer and value diversity. All employment is decided on the basis of qualifications, merit, and business need.